50.5

Your website score

Review of neibert.com

Generated on 2014-01-14

Introduction

This report provides a review of the key factors that influence the SEO and the usability of your website.

The rank is a grade, on a 100 points scale, that represents your Internet Marketing Effectiveness. The algorithm is based on 50 criteria, including search engine data, website structure, site performance, and others.

A rank lower than 40 means that there is a lot of areas to improve. A rank above 70 is a good mark and it means that your website is probably well optimized.

Our reports provide actionable advices to improve a site's business objectives.

Please contact us for more information.

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Iconography

- Pass
- Moderate
- Fail
- FYI
- High impact
- Medium impact
- Low impact
- Very hard to solve
- Hard to solve
- Easy to solve

Visitors

Traffic Estimations

Very Low

We use multiple tools to estimate web traffic, including Google™ Trends and Alexa™.

Nevertheless, your analytics will provide the most accurate traffic data.

Traffic Rank

22779303th most visited website in **the World**

A low rank means that your website gets a lot of visitors.

Your Alexa Rank is a good estimate of the worldwide traffic to your website, although it is not 100 percent accurate.

Reviewing the most visited websites by country can give you valuable insights.

Quantcast provides similar services.

Social

Social shareability

Optimize your visibility: Your website is not popular on Social Platforms.

Facebook Likes	1	Twitter Backlinks	1
Google™ +	0	Facebook Shares	2
Facebook Comments	0	StumbleUpon	15

The impact of social media is huge for certain industries, take advantage of this digital version of word-of-mouth marketing.

Make sure you have opened social media profiles on Facebook, Twitter, LinkedIn, Google+ and other sites that are of interest to your customers.

Learn how to engage your social media audiences and create a consistent fan base. You can also use your website to increase your popularity on social platforms.

Check these helpful tools for managing your social media campaign.

Note: This data represents social media influences from your website's URL, it does not represent data from specific brand pages.

Twitter™ Account

The Twitter™ Account **@Neibert** is booked but it is not linked to your website!

Twitter is a fast-growing social network.

If possible, register a Twitter account in your brand's name now to prevent brandjacking.

Here are a few tips to help create a Twitter promotion plan. Plus, learn from today's top Twitter-using brands.

Facebook Page

Likes	2305	Talking About	5

URL	facebook.com/**DanaNeibertPhotographs**
Name	Dana Neibert Photographs
Categories	Photographer
About	Commercial portfolio at: www.dananeibert.com
Address	114 C Avenue, #142, Coronado United States
Phone	619-365-8383

These data regarding the Facebook Page are publicly available.

Mobile

Mobile Load Time

Very Fast

Try to load your website on a mobile device and measure the download time. If your website takes more than five seconds to download on a mobile device, you will lose 74 percent of your audience! Mobile usage is growing fast, especially in North America, where it will soon outpace desktop browsing usage. Make sure your site loads fast and that it looks nice on all types of mobile devices. Be sure to not use Flash, and keep photos and videos to a minimum. Here are two useful tips from Google™ for optimizing your mobile site speed.

Mobile Optimization

Your website is not optimized for Mobile Visitors

- ✗ Mobile Redirection
- ✗ Mobile CSS
- ✗ Meta Viewport Tag
- ✓ Flash content
- ✗ Apple Icon

Make sure that your website is prepared for mobile browsing.
These are the different aspects that can be optimized for mobile users:

- Mobile CSS
- Meta Viewport Tag
- Apple Icon
- Mobile Redirection
- No Flash content

SEO

WWW Resolve

Be careful. Your website without www doesn't redirect to www (or the opposite). It is duplicate content!

Be sure that www.neibert.com and neibert.com are not running in parallel.

Redirecting requests from a non-preferred hostname is important because search engines consider URLs with and without "www" as two different websites.

Once your preferred domain is set, use a 301 redirect for all traffic to your non-preferred domain.

URL Rewrite

Good, your URLs look clean. Make them even more user-friendly by removing useless extensions.

Great! You have clean (user-friendly) URLs which do not contain query strings.
Clean URLs are not only SEO-friendly but are also important for usability.

IP Canonicalization

Yes

Good, your website's IP address is forwarding to your website's domain name.

To check this for your website, enter your IP address in the browser and see if your site loads with the IP address. Ideally, the IP should redirect to your website's URL or to a page from your website hosting provider.

If it does not redirect, you should do an htaccess 301 redirect to make sure the IP does not get indexed.

robots.txt

http://www.neibert.com/robots.txt

Great, your website has a robots.txt file.

A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.

Click here to check your robots.txt file for syntax errors.

XML Sitemap

http://www.neibert.com/sitemap.xml

ttp://neibert.com/sitemap.xml

ttp://neibert.com/sitemap.txt

ttp://neibert.com/neibertsitemapdesign.txt

ttp://neibert.com/neibertsitemapikebana.txt

Great, your website has an XML sitemap.

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.

It is also good practice to specify your sitemap's location in your robots.txt file.

Google Preview

Marin Florist: Designs by Yukiko
neibert.com/
Original flower arrangements by Marin Florist Yukiko: live orchids,roses,peonies,ikebana,succulents - Yukiko's Floral Design Studio delivers everywhere in Marin

This is an example of what your title and description will look like in Google™ search results.

Title

Marin Florist: Designs by Yukiko

Length: 32 character(s)

Great, your title contains between 10 and 70 characters.

Make sure your title is explicit and contains your most important keywords.

Be sure that each page has a unique title.

Description

Original flower arrangements by Marin Florist Yukiko: live orchids,roses,peonies,ikebana,succulents - Yukiko's Floral Design Studio delivers everywhere in Marin

Length: 160 character(s)

Great, your meta description contains between 70 and 160 characters (spaces included).

Meta descriptions allow you to influence how your web pages are described and displayed in search results.

Ensure that your meta description is explicit and contains your most important keywords.

Check your Google™ Webmaster Tools for any warning messages on duplicate meta descriptions.

Internal Pages Analysis

Title	Description	Text/HTML
Floral Design by Yukiko	Blog floral design photos, artistry - critique and commentary by yukiko.	7.65 %
Marin Florist: Designs by Yukiko	Original flower arrangements by Marin Florist Yukiko: live orchids,roses,peonies,ikebana,succulents - Yukiko's Floral Design Studio delivers everywhere in Marin	3.74 %
portfolio	photoblog of sculpture in wood and stone photograph with commentary and news -- peter neibert, marin county, california	21.37 %

No duplicate content has been detected on the pages of your website.

Use Google™ Webmaster Tools to improve the way search engines index your website.

Headings

Missing

Your website does not use HTML headings (<H1> to <H6>) or it has far too many HTML headings.

Use your keywords in the headings and make sure the first level (<H1>) includes your most important keywords.

For more effective SEO, use only one <H1> tag per page.

Images

We found **65** images on this web page.

38 alt attributes are empty or missing.

Alternative text (the alt attribute) is missing for several images. Add alternative text so that search engines can better understand the content of your images.

Remember that search engine crawlers cannot actually "see" images, so the alternative text attribute allows you to assign a specific description to each image.

Alternative text describes your images so they can appear in Google™ Images search results.

Check the images on your website and make sure effective alternative text is specified for each image.

Restrict the number of characters in alt text to 150, including spaces, and minimize the size of images to optimize your website's page load times.

Text/HTML Ratio

3.74 %

This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.

A ratio between 25 and 70 percent is ideal. When it goes beyond that, the page might run the risk of being considered spam.

As long as the content is relevant and gives essential information, it is a plus to have more of it.

Flash

No

Good, no Flash content has been detected on this page.

Flash should only be used for specific enhancements. Although Flash content often looks nicer, it cannot be properly indexed by search engines. Avoid full Flash websites to maximize SEO.

This advice also applies to AJAX.

Frames

No

Great, there are no frames detected on this page.

Frames can cause problems on your web page because search engines will not crawl or index the content within them.

Avoid frames whenever possible and use a NoFrames tag if you must use them.

Blog

We found a Blog on this website.

Starting a blog is a great way to boost your SEO and attract qualified visitors.

Use these great tips to boost the SEO performance of your blog.

Keywords Consistency

	Keywords	Freq	Title	Desc	<H>
★★☆	marin	10	✓	✓	✗
★★☆	roses	10	✗	✓	✗
★★☆	ikebana	8	✗	✓	✗
★☆☆	bouquet	7	✗	✗	✗
★☆☆	curly	6	✗	✗	✗

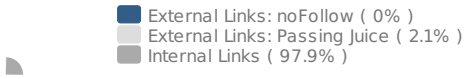
	Keywords (2 words)	Freq	Title	Desc	<H>
★☆☆	curly willow	6	✗	✗	✗
★☆☆	floral designs	3	✗	✗	✗
★☆☆	queen annes	3	✗	✗	✗
★☆☆	annes lace	3	✗	✗	✗
★★☆	marin florist	3	✓	✓	✗

	Keywords (3 words)	Freq	Title	Desc	<H>
★☆☆	queen annes lace	3	✗	✗	✗
★★☆	floral design studio	2	✗	✓	✗
★☆☆	roses queen annes	2	✗	✗	✗
★☆☆	tied curly willow	2	✗	✗	✗

This table highlights the importance of being consistent with your use of keywords. To improve the chance of ranking high in search results with a specific keyword, you should use the most important keywords consistently in your content, title, description, H titles, internal links anchor text and backlinks anchor text.

In-Page Links

We found a total of 43 link(s) including 23 link(s) to files



Anchor	Type	Juice
Image	Internal Links	Passing Juice
Image	Internal Links	Passing Juice
See others on view.	Internal Links	Passing Juice
original ideas	Internal Links	Passing Juice
& floral design	Internal Links	Passing Juice
s	Internal Links	Passing Juice

Limit the number of links to 200 per page. Use Nofollow to optimize the juice that you want to pass to each link.

Domain 1st Registered

12 years 1 Month 7 Days ago

Your domain is old enough to encourage search engines to give it a higher rank.

Domain age matters to a certain extent and newer domains generally struggle to get indexed and rank high in search results for their first few months (depending on other associated ranking factors).

Domain Expiration

0 Year(s) 11 Month(s) 25 Day(s)

Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business.

Usability

URL

http://neibert.com

Length: 7 character(s)

Keep your URLs short and avoid long domain names when possible.

A descriptive URL is better recognized by search engines. A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g., http://www.mysite.com/en/products).

Keep in mind that URLs are also an important part of a comprehensive SEO strategy. Use clean URLs to make your site more "crawlable" by Google™.

Resource: Search for a good domain name. If no good names are available, consider a second hand domain. To prevent brand theft, you might consider trademarking your domain name.

Favicon

Yes

Great, your website has a favicon. Make sure this favicon is consistent with your brand.

Resource: Check out this amazing idea for improving the user experience with a special favicon.

Custom 404 Page

Great, your website has a custom 404 error page.

Take advantage of the opportunity to provide a beautiful 404 Error Page for your visitors.

Conversion Forms

We could not find a Conversion Form on this page.

Add a conversion form for repeat visitors. It could be used to sign up for a subscription, get an email address of a visitor or close an online sale. Converting visitors into prospects/clients is probably the most important goal for your website.

After adding a conversion form to your site, it is important that you optimize your website to boost conversions.

Page Size

80.4 KB (World Wide Web average is 320 Kb)

Two of the main reasons for an increase in page size are images and JavaScript files.

Page size affects the speed of your website; try to keep your page size below 300 Kb.

Tip: Use images with a small size and optimize their download with gzip.

Load Time

0.16 second(s) (496.5 kB/s)

Your website is fast. Well done.

Site speed is becoming an important factor for ranking high in Google™ search results and enriching the user experience.

Resources: Check out Google™'s developer tutorials for tips on how to to make your website run faster.

Monitor your server and receive SMS alerts when your website is down with a web monitoring service.

Language

Declared: Missing

Detected: *en*

You have not specified the language. Use the META Language Attribute to declare the intended language of your website.

Tips for multilingual websites:

- Define the language of the content in each page's HTML code.
- Specify the language code in the URL as well (e.g., "mywebsite.com/fr/mycontent.html").

Printability

We could not find a Print-Friendly CSS

This is a special CSS style sheet which ensures that unnecessary interface designs and images are left out when printing pages from your site, saving the user a lot of ink.

It is just another way to provide a rich user-experience.

If you do not have a print style sheet yet, set one up.

Domain Availability

Domains (TLD)	Status	Expiration
neibert.net	*Domain Available*	Available. Book it now!
neibert.org	*Domain Available*	Available. Book it now!
neibert.info	*Domain Available*	Available. Book it now!
neibert.biz	*Domain Available*	Available. Book it now!
neibert.eu	*Domain Available*	Available. Book it now!

Register the various extensions of your domain to protect your brand from cybersquatters.

Spam Block

Your IP is not Blacklisted in the Spammer Directory.

It is important that your SEO efforts are not tarnished by spammy activities. Take care to avoid forum and blog spam and use best practices when sharing your content.

In addition, if you send email campaigns or transactional emails, use professional email software to keep your IP clean and improve the deliverability of your emails.

Technologies

Server IP

98.139.135.198

Server location: LOCKPORT

Your server's IP address has little impact on your SEO. Nevertheless, try to host your website on a server which is geographically close to your visitors. Search engines take the geolocation of a server into account as well as the server speed.

Use DNSstuff for comprehensive reports on your server.

Technologies

Missing

Get to know the technologies used for your website. Some codes might slow down your website. Ask your webmaster to take a look at this.

Speed Tips

Watch out: your website's speed could be slightly improved.

- ✓ Perfect, your server is using a caching method to speed up page display.
- ✗ Too bad, your website is using nested tables, which can slow down page rendering.
- ✗ Too bad, your website is using inline styles.
- ✓ Perfect, your website has few CSS files.
- ✓ Perfect, your website has few JavaScript files.
- ✗ Too bad, your website does not take advantage of gzip.

Website speed has a huge effect on SEO. Speed-up your website so search engines will reward you by sending more visitors. Also, conversion rates are far higher for websites that load faster than their slower competitors.

Analytics

Crazy Egg

Google Analytics

Web analytics let you measure visitor activity on your website. You should have at least one analytics tool installed. It is also good to install one extra tool to have a confirmation of the results.

Analytics Tools: Google™ Analytics, Quantcast™, SiteCatalyst™, Piwik™, chartbeat™, Clicky™, ClickTale™, etc.

W3C Validity

Invalid: 281 Errors, 22 Warning(s)

Use valid markup that contains no errors. Syntax errors can make your page difficult for search engines to index.

To find the detected errors, run the W3C validation service, or check Validator.nu to make sure you don't miss an error.

W3C is a consortium that sets web standards.